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## Project Goal

December 16th, 2008

**Every year, corporates are providing billions of dollars in funding to NGOs!**

*How can your organization benefit?*

*Where to look for funding from corporates?*

*How to approach corporate donors?*

**Learn how to raise funds from corporates and businesses!**

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A project goal is a very general, high-level and long-term objective of the project. It is different from project objectives because the latter are very specific and have to be addressed alone by the project. But a goal cannot be achieved by the project on its own since there will be other forces like the

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Government and other agencies as well working to achieve it. It is a major benchmark to compare work between different projects. Usually there is one project goal only and it can be reflected in the title of the project also. It should ideally support the overall policy of the government or the [donor](#) agency.

### Example:

“Providing housing facilities to earthquake-affected victims” – This cannot be a project goal, but can be a general objective

“Reducing the impact of natural [disaster](#) over communities belonging to the hilly region” – This can be a project goal, as you are contributing to the problem in addition to other efforts.

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### Webinars

#### Raising More Money from Your Local Business Community

Date: Sept. 10, 2012 Timings: 3:00 PM – 4:30 PM GMT

#### Building a Fundraising Board

Date: Sept. 19, 2012 Timings: 3:00 PM – 4:30 PM GMT

#### How to raise Funds from the European Commission

Date: Sept. 24, 2012 Timings: 1:00 PM – 2:30 PM GMT

#### Social Media: Using Facebook and More to Sell Your Mission

Date: Sept. 25, 2012 Timings: 7:00 PM – 8:30 PM GMT



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Funds for NGOs

## Resource Guide: Questions Answered on How to Write Proposals – A Basic Guide on Proposal Writing for NGOs

July 2012

This resource guide was created in collaboration with Philantropia Inc. Philantropia Inc., an international fundraising consulting firm, helps organizations around the world to more effectively raise funds. <http://www.philantropia.org>

## Videos

- How to raise Funds for Human Rights Projects
- How to raise Funds for Women's & Girls' Issues
- Writing a Winning Concept Note for the European Commission Funding
- How to raise Funds from US Foundations
- Introduction to Strategic Fundraising Planning
- ...and many more.

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